

**Amendments to the Claims:**

Please amend Claims 10 and 14. The Claim Listing below will replace all prior versions of the claims in the application:

**Claim Listing:**

1. (Withdrawn) A method of inhibiting epidermal melanocyte or keratinocyte cell loss comprising contacting epidermal melanocytes with a substance, wherein the substance is a neurotrophin, biologically active fragment thereof, or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor expressed on melanocytes and keratinocytes.
2. (Withdrawn) A method according to Claim 1 wherein the neurotrophin is selected from the group consisting of nerve growth factor, neurotrophin-3, neurotrophin 4/5 or brain-derived neurotrophic factor.
3. (Withdrawn) A method according to Claim 1 wherein the pseudo-ligand is a peptide comprising the amino acid sequence lysine-glycine lysine or lysine-glycine-alanine.
4. (Withdrawn) A method according to Claim 3 where in the peptide is selected from the group consisting of SEQ ID NO: 4, SEQ ID NO.: 9 and SEQ ID NO.: 10.
5. (Withdrawn) A peptide that inhibits p75 nerve growth factor receptor-mediated apoptosis wherein the peptide comprises an amino acid sequence selected from the group consisting of SEQ ID NO.:4, SEQ ID NO.:9 and SEQ ID NO.:10, and wherein the peptide has a cyclic conformation.
6. (Withdrawn) A method of inducing or maintaining hair growth in a vertebrate comprising inhibiting p75 nerve growth factor receptor-mediated apoptosis in follicular keratinocytes wherein apoptosis is inhibited by contacting the keratinocytes with a substance, wherein the substance is a neurotrophin, a biologically active fragment thereof, or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor expressed on keratinocytes.

7. (Withdrawn) A method according to Claim 6 wherein the pseudo-ligand is a peptide comprising the amino acid sequence lysine-glycine-lysine or lysine-glycine-alanine.
8. (Withdrawn) A method according to Claim 7 where in the peptide is selected from the group consisting of SEQ ID NO:4, SEQ ID NO.: 9 and SEQ ID NO.: 10.
9. (Withdrawn) A peptide according to Claim 8 wherein the peptide has a cyclic conformation.
10. (Currently Amended) A method of maintaining or inducing hair color in a mammal, said method comprising inhibiting p75 nerve growth factor receptor-mediated apoptosis in epidermal melanocytes wherein the apoptosis is inhibited by contacting the melanocytes after injury to the skin or hair follicles, with an effective amount of a neurotrophin or a biologically active fragment thereof that binds to the p75 nerve growth factor receptor expressed on melanocytes.
11. (Canceled)
12. (Withdrawn) A method according to Claim 11 where in the peptide is selected from the group consisting of SEQ ID NO:4, SEQ ID NO.: 9 and SEQ ID NO.: 10.
13. (Withdrawn) A peptide according to Claim 12 wherein the peptide has a cyclic conformation.
14. (Currently Amended) A method of inducing or maintaining skin color in a vertebrate comprising inhibiting p75 nerve growth factor receptor-mediated apoptosis in epidermal melanocytes wherein apoptosis is inhibited by contacting the melanocytes with an effective amount of a neurotrophin or a biologically active fragment thereof that binds to the p75 nerve growth factor receptor expressed on melanocytes.
15. (Canceled)
16. (Withdrawn) A method according to Claim 15 where in the peptide is selected from the group consisting of SEQ ID NO:4, SEQ ID NO.: 9 and SEQ ID NO.: 10.

17. (Withdrawn) A method of treating alopecia areata in a vertebrate comprising inducing or maintaining hair growth in the vertebrate comprising inhibiting p75 nerve growth factor receptor-mediated apoptosis in keratinocytes by contacting the keratinocyte with nerve growth factor or a nerve growth factor pseudo-ligand, in an amount sufficient to inhibit apoptosis, that binds to a keratinocyte p75 nerve growth factor receptor, thereby inhibiting apoptosis, and maintaining hair growth.
18. (Withdrawn) A method according to Claim 17 wherein the pseudo-ligand is a biologically active fragment of nerve growth factor, or the pseudo-ligand is a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.
19. (Withdrawn) A method according to Claim 18 wherein the pseudo-ligand is a peptide comprising the amino acid sequence lysine-glycine-lysine or lysine-glycine-alanine.
20. (Withdrawn) A method according to Claim 19 wherein the peptide is selected from the group consisting of SEQ ID NO:4, SEQ ID NO.: 9 and SEQ ID NO.: 10.
21. (Withdrawn) A method of treating male pattern baldness comprising inducing or maintaining hair growth in the male comprising inhibiting p75 nerve growth factor receptor-mediated apoptosis in keratinocytes by contacting the keratinocyte with nerve growth factor or a nerve growth factor pseudo-ligand, in an amount sufficient to inhibit apoptosis, that binds to a keratinocyte p75 nerve growth factor receptor, thereby inhibiting apoptosis, and maintaining hair growth.
22. (Withdrawn) A method according to Claim 21 wherein the pseudo-ligand is a biologically active fragment of nerve growth factor, or the pseudo-ligand is a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.
23. (Withdrawn) A method according to Claim 22 wherein the pseudo-ligand is a peptide comprising the amino acid sequence lysine-glycine-lysine or lysine-glycine- alanine.
24. (Withdrawn) A method according to Claim 23 wherein the peptide is selected from the group consisting of SEQ ID NO:4, SEQ ID NO.: 9 and SEQ ID NO.: 10.

25. (Withdrawn) For use in therapy, a substance that binds to the p75 nerve growth factor receptor which is expressed on the surface of melanocytes or keratinocytes, for example a neurotrophin or a fragment thereof; nerve growth factor or a fragment thereof or a nerve growth factor psuedo-ligand, the therapy being, for example, the control (e.g., induction or elimination) of hair growth and/or pigmentation.
26. (Withdrawn) The invention of Claim 25 wherein the therapy is:
- (a) the inhibition of epidermal melanocyte cell loss due to injury; or
  - (b) the control (e.g., induction or elimination) of hair growth and/or pigmentation wherein the substance is nerve growth factor, or a biologically active fragment thereof, or the pseudo-ligand is a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.
27. (Withdrawn) The substance of Claim 25 wherein the psuedo-ligand is, for example, a peptide having the amino acid sequence lysine-glycine-lysine or lysine-glycine-alanine.
28. (Withdrawn) The peptide of Claim 27 wherein the sequence is SEQ ID NO.:4, SEQ ID NO.:9 or SEQ ID NO.:10.
29. (Withdrawn) Use of a substance which binds to the p75 nerve growth factor receptor which is expressed on the surface of melanocytes or keratinocytes, for example, a neurotrophin or a fragment thereof, nerve growth factor or a fragment thereof; or a nerve growth factor psuedo-ligand, for the manufacture of a medicament for use in therapy, e.g., in the control (e.g., induction or elimination) of hair growth and/or pigmentation.
30. (Withdrawn) The invention of Claim 29 wherein the therapy is:
- (a) the inhibition of epidermal melanocyte cell loss due to injury; or
  - (b) the control (e.g., wherein the substance is nerve growth factor, or a biologically active fragment thereof, or the pseudo-ligand is a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor).
31. (Withdrawn) The substance of Claim 29 wherein the substance is, for example, a peptide having the amino acid sequence lysine-glycine-lysine or lysine-glycine-alanine.

32. (Withdrawn) The peptide of Claim 31 wherein the sequence is SEQ ID NO.:4, SEQ ID NO.:9 or SEQ ID NO.:10.
33. (Previously Presented) The method of Claim 10, wherein the neurotrophin is nerve growth factor, neurotrophin-3, neurotrophin 4/5 or brain-derived neurotrophic factor.
34. (Previously Presented) The method of Claim 10 wherein the biologically active fragment is a peptide comprising amino acid sequence lysine-glycine-alanine.
35. (Withdrawn) The method of Claim 34 wherein the peptide consists of SEQ ID NO:4, SEQ ID NO:9 or SEQ ID NO:10.
36. (Previously Presented) The method of Claim 14, wherein the neurotrophin is nerve growth factor, neurotrophin-3, neurotrophin 4/5 or brain-derived neurotrophic factor.
37. (Previously Presented) The method of Claim 14 wherein the biologically active fragment is a peptide comprising amino acid sequence lysine-glycine-alanine.
38. (Withdrawn) The method of Claim 37 wherein the peptide consists of SEQ ID NO:4, SEQ ID NO:9 or SEQ ID NO:10.